

## BMW M COLLECTION.

Dynamism, functionality, innovation – the BMW M Collection is inspired by the design of the BMW M model series.

A strong colour scheme in black, red and gold characterises the collection, as do modern and high-quality materials, innovative textile features and a striking BMW M branding.

The highlights include the BMW M women's reversible jacket, the BMW M men's sweatshirt with 'watch window' and the BMW M gold suitcase.

Total number of collection items: 57.



**Sheer  
Driving Pleasure**



BMW M COLLECTION.  
QUICK OVERVIEW.

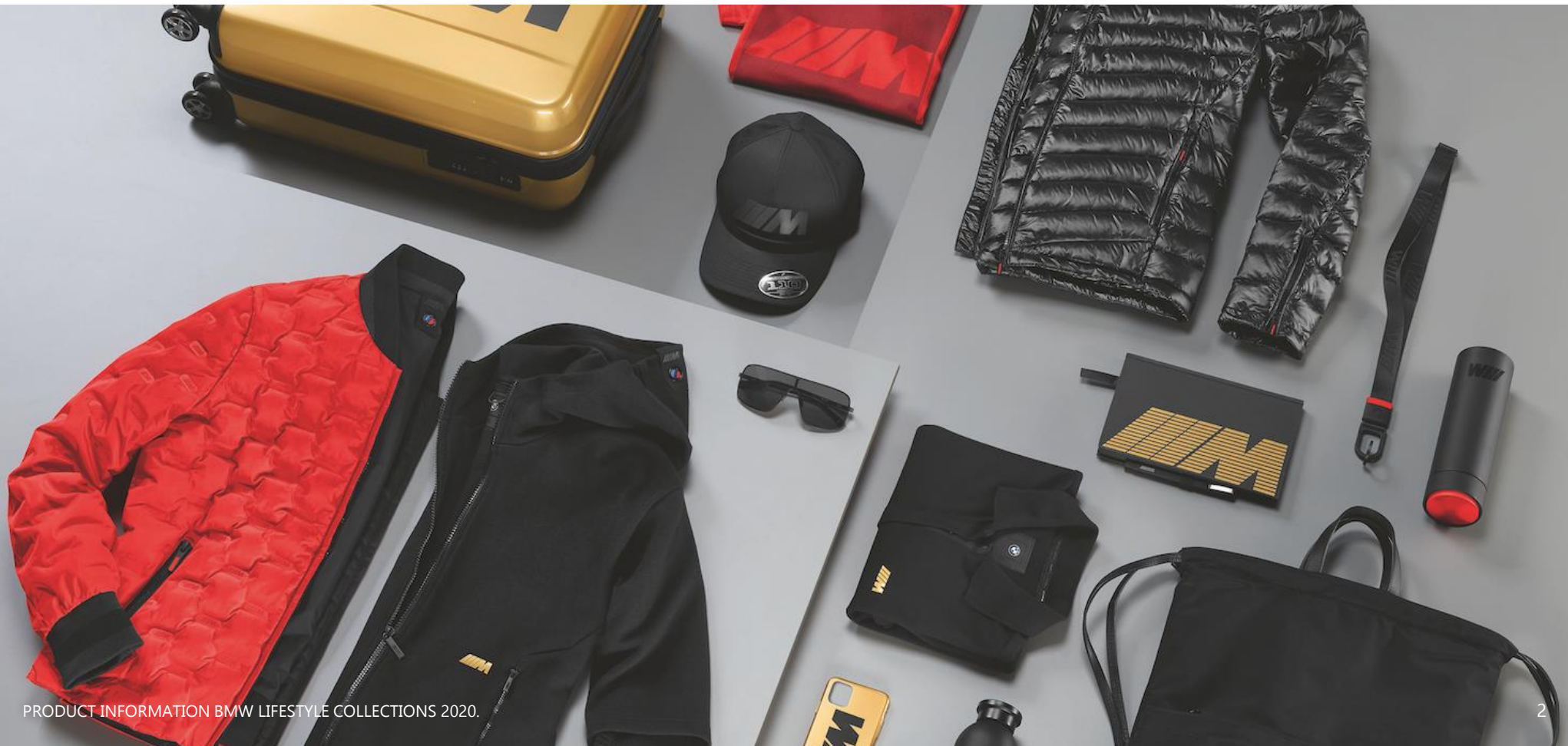
Key message:	Modern, functional design that conveys dynamism and innovation.
Target group:	Customers with an affinity for BMW M, motorsport fans, quality-conscious people with a sporty style and an interest in high-tech and the latest innovations.
Price level:	Premium price segment.
Duration:	01.04.2020–31.03.2022

The successful sale of BMW Lifestyle products is based on product know-how and an understanding of target groups. It is therefore important that all those responsible internalise this product information. Pages not required in this document can of course be deleted.

### Visual merchandising guide and communication packs.

In the media pool for you to download: The visual merchandising guide with concrete recommendations for product presentation and the communication packs with information on the communication materials.

BMW / Lifestyle collections / POS / Visual merchandising / 2020  
BMW / Lifestyle collections / POS / Action packs / 2020



# BMW M Collection. DESIGN PHILOSOPHY.



## POWER AND PERFORMANCE.

Impressive in every detail, captivating as an overall work: BMW M vehicles are more than the combination of high-performance technologies. Rather, they represent the experience and craftsmanship of BMW M engineers. BMW M stands for precision, dynamics and sportiness. The BMW M Collection makes use of striking design elements from the BMW M vehicle world. Black as the dominant colour is complemented by red and gold – for an expressive BMW M look.

### Special themes of the collection:

#### A strong red.

A colour scheme with a signal effect that makes sure self-confidence and power can be perceived through and through. The red is based on the vehicle colour Toronto Red and underlines the sporty designs of the BMW M Collection. Combined with classic black, the result is a dynamic and high-quality look.



#### Innovative look, new material.

The new BMW M Collection is characterised above all by special materials. The innovative multistructure knit lends the collection its modern, high-tech look. In addition, there are collection items with functional features.



#### Car design inspires accessories and fashion.

The BMW M Collection translates the unmistakable details of this model series into accessories, fashion and luggage. The colour tone of the golden BMW M brake caliper and the design of the BMW exhaust trim are also reflected.



# BMW M COLLECTION. CLOTHING.

## BMW M LOGO T-SHIRT MEN

T-shirt with distinctive BMW M logo print.

Product description:

- Distinctive BMW M logo print as graphic.
- Round neckline with elastic rib.
- Regular fit.



Material:	100% cotton	Article no.:	S	80 14 2466256
			M	80 14 2466257
Colour:	Black		L	80 14 2466258
			XL	80 14 2466259
			XXL	80 14 2466260

## BMW M T-SHIRT MEN

T-shirt with BMW M logo print and multistructured knit collar.

Product description:

- Embossed BMW M logo print with colour gradient on the chest.
- Knitted collar in multistructure knit.
- Regular fit.



Material:	50% cotton, 50% modal	Article no.:	S	80 14 2466286
			M	80 14 2466287
Colour:	Red		L	80 14 2466288
			XL	80 14 2466289
			XXL	80 14 2466290



# BMW M COLLECTION. CLOTHING.

## BMW M POLO SHIRT MEN

Polo shirt with cable holder function and multistructure knit.

Product description:

- Knitted collar and sleeve cuffs in multistructured knit.
- Tonal BMW M shutter logo print.
- BMW M badge in webbed look.
- Regular fit.



Button with cable holder  
function

BMW M shutter logo print

## BMW M POLO SHIRT MEN

Polo shirt with cable holder function and multistructure knit.

Product description:

- Knitted collar and sleeve cuffs in multistructured knit.
- Tonal BMW M shutter logo print.
- BMW M badge in webbed look.
- Regular fit.



Button with cable holder function  
for headphones

BMW M logo

Material: 95% cotton, 5% elastane;

Article no.: S 80 14 2466291  
M 80 14 2466292  
L 80 14 2466293  
XL 80 14 2466294  
XXL 80 14 2466295

Colour: Red

Material: 44% cotton, 43% modal,  
13% polyester, single jersey

Article no.: S 80 14 2466261  
M 80 14 2466262  
L 80 14 2466263  
XL 80 14 2466264  
XXL 80 14 2466265

Colour: Black

# BMW M COLLECTION. CLOTHING.

## BMW M POLO SHIRT LADIES

Polo shirt with multistructured knit and golden BMW M logo.

Product description:

- Knitted collar and wide cuffs in multistructured knit.
- Golden BMW M logo gel print.
- Concealed button placket with press studs.
- Regular fit with slightly tapered waist.



## BMW M T-SHIRT LADIES

T-shirt with BMW M logo print and multistructured knit collar.

Product description:

- Raised M logo print with colour gradient.
- Knitted collar in multistructure knit.
- Regular cut with overlapped shoulder.



Material:	44% cotton, 43% modal, 13% polyester, single jersey	Article no.:	XS 80 14 2466241
			S 80 14 2466242
			M 80 14 2466243
Colour:	Black		L 80 14 2466244
			XL 80 14 2466245

Material:	100% cotton	Article no.:	XS 80 14 2466296
			S 80 14 2466297
			M 80 14 2466298
Colour:	Red		L 80 14 2466299
			XL 80 14 2466300

# BMW M COLLECTION. CLOTHING.

## BMW M HOODY

Sporty hoody with distinctive BMW M logo print.

Product description:

- Distinctive BMW M logo print as graphic.
- Hood with drawstring.
- Roughed inside.
- BMW M badge in webbed look.
- Regular fit.



## BMW M SWEAT JACKET MEN

Functionally designed sweat jacket with watch window.

Product description:

- Side inserts in multistructure knit.
- Zip on the left sleeve as 'watch window'.
- Side pockets with zip.
- BMW M badge in webbed look.
- Regular fit.



Front

Back

Material:	100% cotton	Article no.:	S	80 14 2466281
			M	80 14 2466282
			L	80 14 2466283
			XL	80 14 2466284
			XXL	80 14 2466285
Colour:	Black			

Material:	77% cotton, 22% polyester, 1% elastane; knit: 100% polyamide	Article no.:	S	80 14 2466266
			M	80 14 2466267
			L	80 14 2466268
			XL	80 14 2466269
			XXL	80 14 2466270
Colour:	Black			

# BMW M COLLECTION. CLOTHING.

## BMW M JACKET MEN

Functionally designed jacket with watch window and BMW M8 graphic print on the inside.

Product description:

- Left sleeve in two-layer design with pocket on upper arm.
- Zip on the left sleeve as 'watch window'.
- Large hood with adjustable strap in webbed look and high collar.
- Inner lining with BMW M 8 vehicle contour as graphic print in gold.
- BMW M design zip pendant.
- BMW M badge in webbed look.
- Regular fit.



Front

Side zipped  
pockets



Back

## BMW M JACKET SOFT DOWN MEN

Quilted down jacket with multistructured knit collar and BMW M branding.

Product description:

- Summer down with collar in multistructured knit.
- Front zip with square teeth.
- Side pockets with zip.
- BMW M badge in webbed look.
- Regular fit.

BMW M design  
zip pendant



Front

Zips at the sleeves



Back

Material:	100% polyester	Article no.:	S	80 14 2466271
			M	80 14 2466272
Colour:	Black		L	80 14 2466273
			XL	80 14 2466274
			XXL	80 14 2466275

Material:	100% nylon down proof; filling: 90% down, 10% feathers	Article no.:	S	80 14 2466276
			M	80 14 2466277
Colour:	Black		L	80 14 2466278
			XL	80 14 2466279
			XXL	80 14 2466280



# BMW M COLLECTION.

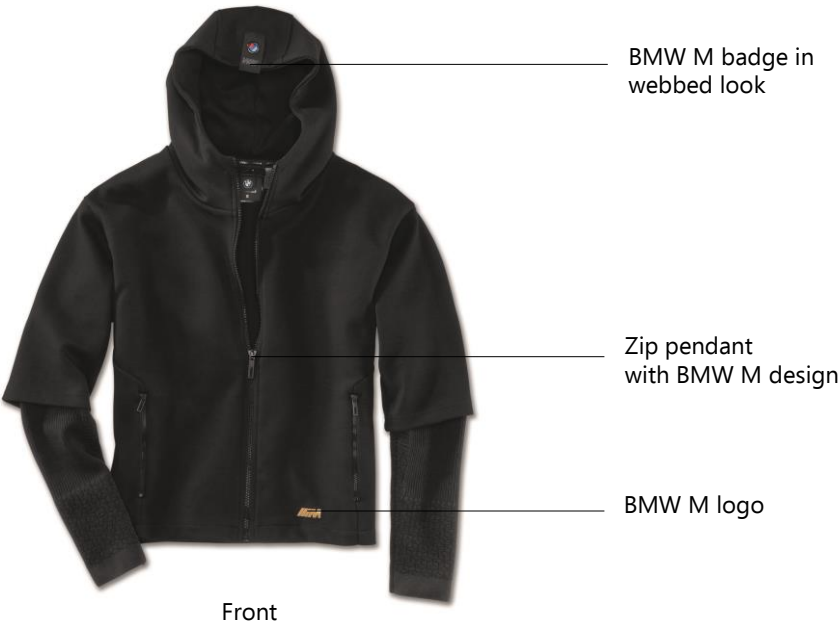
## CLOTHING.

### BMW M SWEAT JACKET LADIES

Layering sweat jacket with sleeves in multistructured knit and hood.

Product description:

- Two-layer look with bottom of sleeve in multistructured knit.
- Golden BMW M logo gel print.
- With hood and high collar at the front.
- BMW M badge in webbed look.
- Concealed zip.
- Straight fit.



Material: 74% cotton, 21% polyester, 5% elastane;  
knit: 100% polyamide

Colour: Black

Article no.: XS 80 14 2466246  
S 80 14 2466247  
M 80 14 2466248  
L 80 14 2466249  
XL 80 14 2466250

# BMW M COLLECTION. CLOTHING.

## BMW M JACKET LADIES

Two-tone light soft-down reversible jacket with innovative BMW M embossing.

Product description:

- Fashionable design with quilted side in red and smooth side in black.
- Red side with embossed BMW M logo on the down chambers.
- Knitted collar, back hem and sleeve cuffs in multistructured knit.
- Black side with golden BMW M logo gel print.
- Side pockets on both sides.
- BMW M badge in webbed look.
- Regular fit.



**Material:** Outer jacket upper material: 100% polyester;  
inner jacket upper material: 100% polyester;  
Filling: 80% pure duck down, 20% duck feathers

**Colour:** Red/black

**Article no.:** XS 80 14 2466251  
S 80 14 2466252  
M 80 14 2466253  
L 80 14 2466254  
XL 80 14 2466255

# BMW M COLLECTION.

## ACCESSORIES.

### BMW M CAP

Adjustable cap with raised BMW M logo.

Product description:

- Large raised tonal BMW M logo print.
- Original FlexFit 110 style.
- Five-panel cap with classic fit.
- Adjustable width with metal clasp and BMW M logo.



Material:	Outside: 96% polyester, 4% elastane; visor underside: polyester, elastane
Dimensions:	one size M-L
Colour:	black
Article no.:	80 16 2466301

### BMW M LOGO CAP

Adjustable cap with coloured BMW M logo.

Product description:

- Coloured BMW M logo print.
- Six-panel cap with classic fit.
- Metal clasp with BMW M logo for width adjustment.
- Silicone flag label with BMW M stripes on the adjustment strap.



Material:	Outside: 97% polyester, 3% elastane; visor underside: polyester, elastane
Dimensions:	One size M-L
Colour:	black
Article no.:	80 16 2467729

# BMW M COLLECTION.

## ACCESSORIES.

### BMW M THERMOS CUP

Thermos cup in matt-lacquered stainless steel.

Product description:

- Glossy BMW M and BMW logo print.
- Red anodised lever handle.
- Matt-lacquered stainless steel.



Material:	Stainless steel (304 inside/201 outside), plastic
Volume:	450 ml
Colour:	black/red
Article no.:	80 23 2466311

### BMW M INSULATED DRINKING BOTTLE

Insulated drinking bottle with silicone sleeve.

Product description:

- Glossy BMW M and BMW logo print.
- Red silicone sleeve.
- Matt lacquered.
- Keeps warm or cold.
- Screw cap.



Material:	Stainless steel (304), silicone
Volume:	500 ml
Colour:	black/red
Article no.:	80 23 2466312

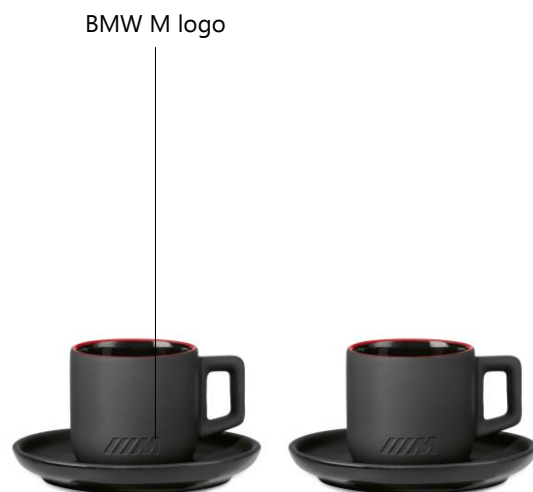
# BMW M COLLECTION. ACCESSORIES.

## BMW M ESPRESSO SET

Espresso cup set with BMW M logo.

Product description:

- Two cups.
- Drinking rim in red.
- Outside matt, inside glossy.
- Glossy BMW M logo print.
- Including saucer.



Material:	Ceramics
Volume:	50 ml
Colour:	black/red
Article no.:	80 23 2466313

## BMW M CUP

Cup with BMW M logo.

Product description:

- Drinking rim in red.
- Outside matt, inside glossy.
- Glossy BMW M logo print.



Material:	Ceramics
Volume:	400 ml
Colour:	black/red
Article no.:	80 23 2466314



## BMW M COLLECTION. ACCESSORIES.

### BMW M LOGO CUP

Porcelain cup with BMW M logo.

Product description:

- Coloured BMW M logo.
- New bone china.
- Glossy black.



Coloured BMW M logo print

Material:	New bone china
Dimensions:	Height: 9.4 cm; Ø 8.6 cm
Volume:	300 ml
Colour:	black
Article no.:	80 28 5A072C7

# BMW M COLLECTION. ACCESSORIES.

## BMW M LANYARD

Lanyard with karabiner and BMW M logo.

Product description:

- Webbing with woven BMW M logo.
- Karabiner with split ring made of black matt metal.
- Silicone loop with BMW M logo.
- With safety lock.



Material:	nylon, zinc alloy, silicone
Dimensions:	50 cm
Colour:	black/red
Article no.:	80 23 2466315

## BMW M KEY RING TURBO CHARGER

Key ring pendant with turbo-charger design clasp.

Product description:

- Turbo charger with PVD coating in black.
- Tonal lasered BMW M logo.
- Rubber lanyard.
- Made in Germany.



Material:	Stainless steel, TPU
Dimensions:	7 cm
Colour:	black
Article no.:	80 27 2466328

## BMW M COLLECTION. ACCESSORIES.

### BMW M WINE BOTTLE COOLER

Wine bottle cooler in BMW exhaust design.

Product description:

- BMW exhaust trim look.
- Tonal BMW M logo print.
- Outside matt lacquered, inside brushed stainless steel.
- Double-walled stainless steel.



Material:	stainless steel
Dimensions:	22 cm; Ø 12 cm
Colour:	black/silver
Article no.:	80 23 2466316

### BMW M WINE BOTTLE CAP

Wine bottle cap in BMW exhaust design.

Product description:

- BMW exhaust trim look.
- Tonal BMW M logo print.
- Outside matt lacquered, inside brushed stainless steel.
- Silicone plugs.



Material:	Stainless steel, silicone
Dimensions:	7 cm
Colour:	black/silver
Article no.:	80 23 2466317

## BMW M COLLECTION. ACCESSORIES.

### BMW M DROPSTOP

Set with five Dropstops in BMW design.

Product description:

- Original Dropstops.
- Five motifs: BMW logo (coloured and tonal), BMW M logo (coloured and tonal), BMW M rim design.
- Operation: the Dropstop is rolled up and inserted into the neck of the bottle.
- Allows drip-free pouring.



Material: Plastic  
Dimensions: Ø approx. 7.6 cm  
Colour: multicolor  
Article no.: 80 23 2466318

### BMW M BALLPOINT PEN

Metal ballpoint pen with clip in BMW M rim design.

Product description:

- Tonal BMW BMW M shutter logo print.
- Clip in BMW M rim design.
- Nib in gold.
- Silicone grip.
- Black refill (commercially available).



Material: Metal, silicone, plastic  
Dimensions: 14 cm × 1 cm  
Colour: black/gold  
Article no.: 80 24 2466323

## BMW M COLLECTION. ACCESSORIES.

### BMW M PHONE COVER

Phone cover with large black BMW M logo.

Product description:

- Polycarbonate hard case, glossy.
- BMW M logo.
- Colour is based on the BMW vehicle colour Toronto Red.



Glossy surface

Material:	polycarbonate
Model:	iPhone 11 Pro
Colour:	Red
Article no.:	80 21 2466321

### BMW M PHONE COVER

Phone cover with large black BMW M logo.

Product description:

- Polycarbonate hard case, glossy.
- BMW M logo.
- Colour is based on the gold of the BMW vehicle details.



Glossy surface

Material:	polycarbonate
Model:	iPhone 11 Pro
Colour:	gold
Article no.:	80 21 2467720



# BMW M COLLECTION. ACCESSORIES.

## BMW M LEATHER PHONE COVER

Phone cover made of genuine leather with embossing.

Product description:

- Hard case made of leather with embossing in vehicle contour.
- Polycarbonate inner shell.
- Embossed BMW M logo.



Material:	leather, polycarbonate
Model:	iPhone 11 Pro; iPhone 11 Pro Max
Colour:	black
Article no.:	80 21 2466322; 80 21 5 A0F 688

# BMW M COLLECTION. ACCESSORIES.

## BMW M NOTEBOOK SET

Hardcover notebook with black pages.

Product description:

- BMW M shutter logo print in gold.
- Hardcover.
- 200 black pages.
- Includes ballpoint pen with refill that writes in gold.
- Bookmark with BMW M stripes.



Ballpoint pen with refill  
that writes in gold

## BMW M NOTEBOOK

Softcover notebook with large black BMW M logo.

Product description:

- BMW M shutter logo print in black.
- Softcover.
- 200 white pages with red edge colouring.
- Bookmark with BMW M stripes.



White pages with red  
edge colouring

Material:	Notebook: FSC paper; Ballpoint pen: Plastic
Dimensions:	DIN A5
Colour:	black
Article no.:	80 24 2466325

Material:	FSC paper
Dimensions:	DIN A5
Colour:	red
Article no.:	80 24 2466327

# BMW M COLLECTION. ACCESSORIES.

## BMW M SUNGLASSES

Sunglasses in shield design with Zeiss lenses.

Product description:

- BMW M logo, BMW M stripes and BMW logo at the temple ends.
- Shield glasses design.
- Glass throughout.
- Zeiss nylon lenses.
- Frame made of high-quality stainless steel with bio-acetate temple ends.
- Filter category 3.
- Including cleaning cloth made of recycled PET.
- Made in Italy.



Material:	Frame: Stainless steel, bio acetate; nose pads: Surgical silicone; glass: nylon (PA) by Zeiss; cleaning cloth: recycled PET
Dimensions:	bridge: 1.5 cm; temple length 14.5 cm
Shape:	shield
Colour:	anthracite
Article no.:	one size 80 25 2466326

## BMW M COLLECTION. ACCESSORIES.

### BMW M HORIZONTAL WALLET

Wallet with carbon-fibre elements. Made in Italy.

Product description:

- Six compartments, one zipped compartment, four card slots.
- Metal BMW M logo on front.
- 100 % leather with carbon-fibre elements inside
- Jacquard lining with BMW M logo and silicone stripes in BMW M colours.
- Made in Italy.



BMW M metal logo



Carbon-fibre elements

Material:	100% leather; lining: 100% polyester, carbon-fibre elements; bag: 100% viscose
Dimensions:	19.5 cm × 11 cm
Colour:	black
Article no.:	80 21 2466329

# BMW M COLLECTION.

## ACCESSORIES.

### BMW M WATCH CHRONOGRAPH METAL STRAP

Chronograph with carbon-look chrono eyes and BMW M design elements.

Product description:

- Swiss Ronda 5040 D movement.
- Chronograph with coloured BMW M logo emblem in the dial.
- Chrono eyes in carbon look.
- Quartz chronograph with date display.
- 10 ATM/100 metres.
- Bezel with red aluminium insert and engraved tachymeter.
- Crown with engraved BMW logo.
- Three-part stainless-steel strap with butterfly clasp.
- Swiss made.



Pusher in  
BMW kidney shape

Material:	Case: Stainless-steel; strap: stainless steel
Dimensions:	Height: 1.1 cm; Ø: 4.2 cm
Colour:	silver
Article no.:	80 26 2463268

### BMW M WATCH CHRONOGRAPH METAL BLACK

Chronograph with carbon-look chrono eyes and BMW M design elements.

Product description:

- Swiss Ronda 5040 D movement.
- Black chronograph with coloured BMW M logo emblem on dial
- Chrono eyes in carbon look.
- Quartz chronograph with date display.
- 10 ATM/100 metres.
- Bezel with black aluminium insert and engraved tachymeter.
- Crown with engraved BMW logo.
- Three-part stainless-steel strap with butterfly clasp.
- Swiss made.



Pusher in  
BMW kidney shape

Material:	Case: Stainless steel, IP platinum-plated; strap: stainless steel, IP platinum-plated
Dimensions:	Height: 1.1 cm; Ø: 4.2 cm
Colour:	black
Article no.:	80 26 2463269



# BMW M COLLECTION. ACCESSORIES.

## BMW M THREE-HAND AUTOMATIC

Three-hand watch with high-quality Swiss automatic movement, visible balance and sapphire crystal caseback.

Product description:

- Automatic three-hand watch with more visible 'Open Heart' balance – radiator grille design at 12 o'clock.
- Swiss movement, STP 5-15, power reserve 44 hours
- Sapphire crystal caseback with visible movement.
- 10 ATM/100 metres.
- Bezel with black black screws.
- Crown with engraved BMW logo.
- Three-part stainless-steel strap with butterfly clasp.
- Swiss made.



BMW radiator grille design at 12 o'clock

Sapphire crystal caseback with visible movement

Material:	Case: Stainless-steel; strap: stainless steel
Dimensions:	Height: 1.1 cm; Ø: 4.2 cm
Colour:	silver
Article no.:	80 26 2463270

## BMW M COLLECTION. ACCESSORIES.

### BMW M strap

Grey watch strap for the Apple Watch, made of leather with BMW M branding.

Product description:

- Suitable for Apple Watch with 42–44 mm case.
- Inspired by the interior of BMW vehicles.
- Made of soft leather with tonal stitching.
- With buckle.



Material: Leather  
Dimensions: Length: 22 mm; circumference: 130–200 mm  
Colour: Grey  
Article no.: 80 26 5A0A722

# BMW M COLLECTION.

## LUGGAGE.

### BMW M BACKPACK

Backpack with leather details and front pocket.

Product description:

- Made of nylon with leather details.
- Three compartments: laptop compartment, main compartment and battery compartment.
- Padded back with BMW M logo quilting.
- Metal logo with embossed M logo in black.
- Metal R-V pendant with embossed M logo.
- Padded adjustable straps.

Laptop compartment



Key hook inside



### BMW M BACKPACK STYLE

Modern backpack with leather details and BMW M logo.

Product description:

- Large tonal M logo print.
- Nylon with leather details.
- Leather handles and pull straps with sealed edges.
- Large compartment with zip.
- BMW M logo in gunmetal.
- Black metal zip.

Sealed edges



Material: Outside: 100% polyester OXFORD, 100% cowhide leather; lining: 100% polyester

Dimensions:

Weight: 50 cm × 28.5 cm × 13 cm

Colour: 1 kg

Article no.: black

80 22 2466330

Material: Outside: 100% polyester OXFORD, 100% cowhide leather; lining: 100% polyester

Dimensions:

Weight: 46 cm × 45 cm

Colour: 0.460 kg

Article no.: black

80 22 2466331

# BMW M COLLECTION.

## LUGGAGE.

### BMW SUITCASE

Hard-shell case inspired by the roof of the BMW M series, with large BMW M logo in matt black.

Product description:

- Meets the cabin baggage requirements of most airlines.
- 360° double castors in BMW M rim design.
- Integrated TSA lock
- YKK zip in matt black, water-repellent.
- Extra handle in black.
- Black jacquard lining in BMW M design.
- Mesh pocket inside left, compression straps inside right with Fidlock™ magnet clasp.
- Includes dust bag with drawstring and laundry bag with zip.

360° castors in  
BMW M rim design



Material:	Outside: 100% polycarbonate; lining: 100% polyester;
Dimensions:	55 cm × 40 cm × 23 cm; laundry bag: 44 cm × 35 cm
Weight:	3.1 kg
Volume:	approx. 46 l
Colour:	gold, black
Article no.:	gold 80 22 2466332/black 80 22 2467762

# BMW M COLLECTION.

## LUGGAGE.

### BMW M TROLLEY

Hard-shell case inspired by the roof of the BMW M series, with large BMW M logo in matt black.

Product description:

- Meets the cabin baggage requirements of most airlines.
- 360° double castors in BMW M rim design.
- Integrated TSA lock
- YKK zip in matt black, water-repellent.
- Extra handle in black.
- Black jacquard lining in BMW M design.
- Mesh pocket inside left, compression straps inside right with Fidlock™ magnet clasp.
- Includes dust bag with drawstring and laundry bag with zip.



Material:	Outside: 100% polycarbonate; lining: 100% polyester;
Dimensions:	68 cm × 44 cm × 28 cm; laundry bag: 44 cm × 35 cm
Weight:	4 kg
Volume:	approx. 76 l
Colour:	black
Article no.:	80 22 2467721

# BMW M COLLECTION.

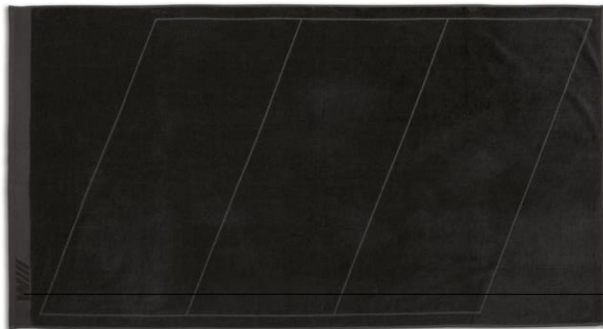
## TEXTILE ACCESSORIES.

### BMW M TOWEL

With two right sides: large towel with two different surfaces.

Product highlights:

- High-quality cotton towel, 1 x 1.8 m, with two loops for hanging.
- One side slightly rougher, the other, velvety soft with Lurex border and BMW M logo embroidery.



Lurex edging with embroidered BMW M logo

Material:	100% cotton
Dimensions:	1 x 1.8 m
Colour:	Black
Article no.:	80 23 2454741

## BMW M COLLECTION. ACCESSORIES.

### BMW M TURBOCHARGER BRACELET

An accessory accelerates: stylish bracelet with magnetic clasp in BMW M5 turbocharger design.

Product highlights:

- Bracelet made of leather.
- Stainless steel screw clasp, based on the BMW M5 turbo charger design.
- With magnetic screw clasp made of stainless steel, securely attached to the bracelet using patented technology.
- Made in Germany.



Material:	Stainless steel, leather band, magnetic screw clasp
Dimensions:	7.5 x 5.5 x 1.1 cm
Colour:	Black
Article no.:	80 23 2454747



## BMW M COLLECTION. ACCESSORIES.

### BMW M ALL-PURPOSE TOOL

For just about any job... Featuring a high level of workmanship, this all-purpose tool has nine functions.

Product highlights:

- With nine functions: screwdriver, Phillips screwdriver, knife, saw, awl, tin opener, file, wire cutters and pliers.
- High-quality finishing.
- Handle with carbon fibre texture.
- Including a bag you can attach to your belt.



Material:	Metal
Size (L/W/D):	15.5 x 6.7 x 2.1 cm
Article no.:	80 23 2454749

# BMW M COLLECTION. ACCESSORIES.

## BMW M UMBRELLA

Get there without getting wet: large, high-quality umbrella for two people.

Product highlights:

- Approx. 120 cm diameter, for two people.
- Extremely robust thanks to genuine carbon fibre handle, and frame made mainly of fibreglass.
- Canopy made of extra-thick polyester with Teflon finish.
- With automatic opening mechanism.



Material:	Ribs: Mainly fibreglass. Shaft: Anodized aluminium. Handle: Upper and lower part made of ABS. Centre part made of genuine carbon fibre with Sensosoft surface, canopy: 210T polyester pongee with PU coating on the inside, Teflon finish
Diameter:	120 cm
Colour:	Black
Article no.:	80 23 2410916

# BMW M COLLECTION.

## ACCESSORIES.

### BMW M POCKET UMBRELLA

For rainy days: robust, wind-resistant pocket umbrella with automatic opening and closing mechanism.

Product highlights:

- With automatic opening and closing mechanism.
- Robust thanks to high-quality finish and genuine carbon fibre handle.
- Canopy made of extra-thick polyester with Teflon finish.
- BMW M branding on the umbrella, cover and fastening band.



Material:	Ribs: Combination of fibreglass/nylon/metal. Shaft: Black powder-coated metal.
Diameter:	98 cm
Colour:	Black
Article no.:	80 23 2410917

## BMW M COLLECTION. ACCESSORIES.

### BMW M MOBILE PHONE CASE FOR iPhone XS MAX AND iPhone XS

Because things do get dropped... smart phone case in Marina Bay Blue with frozen effect.

Product highlights:

- In BMW M5 Marina Bay Blue with matt frozen effect.
- Silver BMW M logo print.
- Available for the iPhone XS Max and iPhone XS.



Marina Bay Blue with frozen effect

Silver BMW M logo print

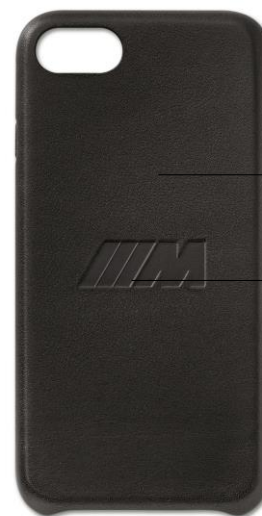
Material:	Polycarbonate (PC)
Colour:	Blue
Article no.:	iPhone XS Max 80 21 2466053
	iPhone XS 80 21 2 466 054

### BMW M LEATHER SMARTPHONE CASE FOR iPhone XS

No need to worry about scratches: an elegant case for iPhone XS made of high-quality cowhide.

Product highlights:

- Made of high-quality, fine-grained cowhide.
- Protects against impacts and prevents scratches on the back of your smartphone.
- Imprinted with BMW M logo.



Fine cowhide

Imprinted BMW M logo

Material:	Cowhide
Colour:	Black
Artikelnr.:	80 21 2466055

# BMW M COLLECTION. ACCESSORIES.

## BMW M PIN

Make a subtle statement: high-quality badge with BMW M logo, nickel-free.

Product highlights:

- Approx. 12 mm wide.
- Chromium and nickel-free.
- With coloured BMW M logo.



Material:	Metal
Width:	12 mm
Colour:	Silver
Article no.:	80 28 2410915

# BMW M COLLECTION. ACCESSORIES.

## BMW M BLUETOOTH HEADPHONES

Forget everything around you ... elegant Bluetooth headphones with active noise cancelling.

Product highlights:

- Reduction of ambient noise thanks to active noise cancelling.
- High-quality shields made of genuine carbon fibre.
- Shiny BMW logo on the headband.
- With USB connection and jack.
- 10 m wireless range.
- 540 hours standby time, 14 hours Bluetooth music time, 15 hours Bluetooth call time.



Material:	Metal, plastic, carbon fibre
Dimensions (H/W/D):	20 x 18 x 6 cm
Weight:	225.5 g
Impedance:	32 Ohm
Colour:	Black
Article no.:	80 29 2454752

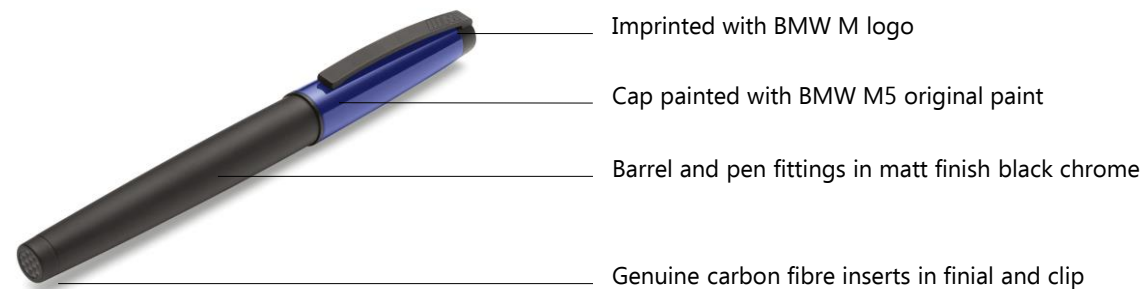
## BMW M COLLECTION. ACCESSORIES.

### BMW M ROLLERBALL

Makes writing fun: exclusive rollerball.

Product highlights:

- Screw-on cap, painted with multiple layers of Marina Bay Blue BMW M5 original paint.
- Barrel and pen fittings in matt finish black chrome.
- Genuine carbon fibre deposits in clip and finial.
- Rollerball cartridge with blue ink.



Material:	Brass, carbon fibre, black chrome
Dimensions:	Length 13.9 cm, diameter 1.25 cm
Colour:	Black/Marina Bay Blue
Article no.:	80 24 2454756



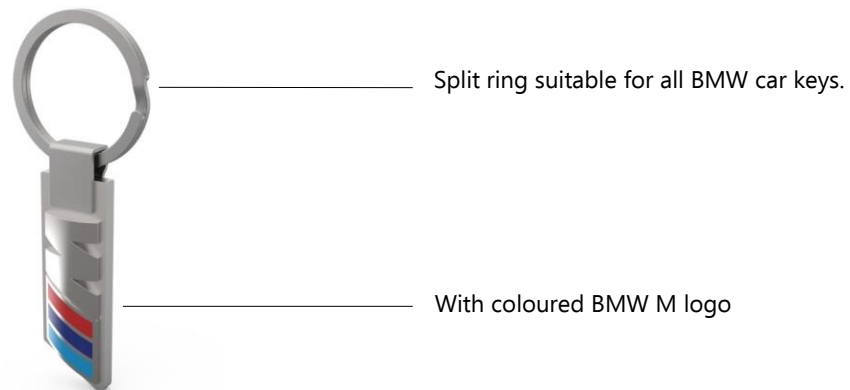
## BMW M COLLECTION. ACCESSORIES.

### BMW M LOGO KEY RING

Pep up your car key: high-quality key ring with eye-catching BMW logo.

Product highlights:

- Made of high-quality stainless steel with rectangular plate and coloured BMW M logo.
- Split ring suitable for all BMW car keys.
- Made in Germany.



Material:	Stainless steel, paint
Dimensions (L/W/D):	76 x 30 x 10.7 mm
Weight:	27 g
Colour:	Silver
Article no.:	80 27 2454759

## BMW M COLLECTION. ACCESSORIES.

### BMW M WALLET WITH COIN COMPARTMENT

It's almost a shame to put it in your pocket: high-quality wallet made of fine cowhide. Made in Italy.

Product highlights:

- High-quality workmanship, made of fine, smooth cowhide with carbon fibre elements.
- Four credit card slots, one bank note compartment, one document compartment, one coin pocket.
- Jacquard lining with BMW M logo and silicone stripes in BMW M colours.
- Elegant BMW M branding with metal enamel stud logo and silicone stripes in BMW M colours.



Material:	Outside: Cowhide. Inside: Leather and carbon fibre. Lining: 100% nylon
Dimensions:	12 x 9.4 cm (closed)
Colour:	Black
Article no.:	80 21 2454761

## BMW M COLLECTION. ACCESSORIES.

### BMW M WALLET WITHOUT COIN COMPARTMENT

The hybrid wallet: with 16 compartments.

Product highlights:

- 14 credit card slots, one bank note compartment, one document compartment.
- Made of fine cowhide with carbon fibre elements.
- Jacquard lining with BMW M logo and silicone stripes in BMW M colours.
- Elegant BMW M branding.



Material:	Outside: Cowhide. Inside: Leather and carbon fibre. Lining: 100% nylon
Dimensions:	12 x 9.4 cm (closed)
Colour:	Black
Article no.:	80 21 2454762

### BMW M CARD CASE

Concentrate on the essentials: card case made of fine cowhide. Made in Italy.

Product highlights:

- Five credit card slots.
- Made of fine cowhide with carbon fibre elements.
- Jacquard lining with BMW M logo and silicone stripes in BMW M colours.
- Elegant BMW M branding.



Material:	Outside: Cowhide. Inside: Leather and carbon fibre. Lining: 100% nylon
Dimensions:	7 x 11 cm
Colour:	Black
Artikelnr.:	80 21 2454763

# BMW M COLLECTION.

## LUGGAGE.

### BMW M TRAVEL BAG

Travel in style: Travel bag made of high-quality materials in a modern look with genuine leather details.

Product highlights:

- High-quality design with modern design aesthetic in a matt look with genuine leather details.
- Decorative stitching in Marina Bay Blue.
- Zip fasteners with BMW M logo embossing and jacquard lining with BMW M logo design.
- Double handles and removable shoulder strap.
- Four zip pockets with organiser compartment at the front.



- Double handles and removable shoulder strap
- Leather details with decorative stitching in Marina Bay Blue
- Imprinted BMW M logo
- Front pocket with organiser compartment inside
- Metal feet on the bottom

Material:	Outer material: 100% polyester. Lining: 100% polyester, details in cowhide
Dimensions (L/H/D):	51 x 37 x 20 cm
Volume:	38 l
Colour:	Black
Article no.:	80 22 2454766

# BMW M COLLECTION.

## LUGGAGE.

### BMW M 48-HOUR BAG

Take travelling in your stride: travel bag with two casters and extendible telescopic handle.

Product highlights:

- Practical travel bag with two casters and extendible telescopic handle.
- High-quality design with modern design aesthetic in a matt look with genuine leather details.
- Decorative stitching in Marina Bay Blue.
- Zip fasteners with BMW M logo embossing and jacquard lining with BMW M logo design.



Material:	Outer material: 100% polyester. Lining: 100% polyester, details in cowhide
Dimensions (L/H/D):	60 x 37 x 33 cm
Volume:	73 l
Colour:	Black
Article no.:	80 22 2454767

# BMW M COLLECTION.

## LUGGAGE.

### BMW M BUSINESS BAG

Looks great at the office: business bag in a modern, urban look.

Product highlights:

- High-quality design with modern design aesthetic in a matt look with genuine leather details.
- Decorative stitching in Marina Bay Blue.
- Zip fasteners with BMW M logo embossing and jacquard lining with BMW M logo design.
- Double handles and removable shoulder strap.
- Flap-down zipped pocket on the front with organiser compartment inside.
- Slide-in compartment on the back for attaching to a trolley frame.



Double carrying handles and removable shoulder strap

Leather details with decorative stitching in Marina Bay Blue

With padded laptop compartment inside, open slide-in pockets and zipped pockets

Imprinted BMW M logo

Slide-in pocket on the side

Back: Slide-in compartment for attaching to a trolley frame

Front pocket with organiser compartment inside



Material:	Outer material: 100% polyester. Lining: 100% polyester, details in cowhide
Dimensions (L/H/D):	42 x 32 x 12.5 cm
Volume:	17 l
Colour:	Black
Article no.:	80 22 2454768

# BMW M COLLECTION. LUGGAGE.

## BMW M TOILETRY BAG

Your own personal spa: toiletry bag in a modern look.

Product highlights:

- High-quality design with modern design aesthetic in a matt look with genuine leather details.
- Decorative stitching in Marina Bay Blue.
- Zip fastener embossed with BMW M logo.
- Zipped slide-in pocket at the front and open slide-in compartments inside.



Material:	Outer material: 100% polyester. Lining: 100% polyester, details in cowhide
Dimensions (L/H/D):	28 x 18 x 10 cm
Volume:	5 l
Colour:	Black
Article no.:	80 22 2454769



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